Buffalo ROV

Market Plan Objectives 1997

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Source: https://www.industrydocuments.ucsf.edu/docs/klkn0000

Region Review
Tuesday
April 28th, 1998

To: Fray & Lori

- Put together A Region Review Booklet For DAVE Wilmsher

✓ Volume (Region & Divisions)
✓ Share (AIM & Merlin)
✓ 3 P's (Objectives & Results YTD)
✓ ROU Results / Issues / Solutions

- Stubs/LAPTOP
- Work Plans.
- Promo. Select. Promotions
  - Info. Solutions
  - Make-Look lean.
  - Clean & Drive

Misc:

- New World Status
- PL @ Klein Cundy
- Bus Building Accts → Accts with High Volume & Low RJR Share as primary targets.

Thanks, Bill

Fray - Lets see if Steve Callaghan could attend this Region Review!

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ROU Overview / Review

Provide a brief overview of the ROU administrative processes, ROU objectives, and tactics as they relate to supporting Field Sales personnel and the value added services the ROU provides.

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ROU OVERVIEW / REVIEW

ROU Mission:

- Streamline work efficiencies/procedures
- Add value to all processes
- Proactive versus Reactive
- Awareness of end users
- Timely distribution of communication
- Evaluate "Nice to Have" versus "Need to Have"
- Crisp execution of workplan (all aspects)
- Effective resource utilization

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Resource Utilization

Merchandising:

Objective: provide a check and balance that ensures effective/efficient utilization of RJR resources

- Merchandising guidelines communicated at Annual Meeting
- KAMs/AMs included in their presentations
- Materials Coordinator reviews all merchandising requests
- Fixture requests that do not meet requirements are given to ROM for review
- ROM reviews and communicates to appropriate RJR manager pending management approval

OPM Installation:

Letter sent to all personnel stating that we need to be getting a two year placement commitment. If not satisfied, retailer agrees to pay 50% of fixture cost.

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